

# How does digital marketing work?

There are many ways to approach a digital marketing campaign. As a digital marketer, you have a wide range of techniques, strategies, and channels in your toolbox that you can try to connect with your audience. In general, digital marketing campaigns include a few common steps:



## 1. Defining marketing objectives

**Digital marketing** is a very broad field. As a result, it is important to set goals before initiating a digital marketing campaign. For example, do you want to strengthen brand awareness? Do you want to bring in new customers? Do you want to focus on customer retention and loyalty? By outlining your goals, you can outline your strategy and budget to maximize impact.

## 2. Identifying the target audience

Who are you trying to reach? The more details you can identify about your target audience (age, location, income, etc.), the easier it will be to determine how you can connect with them.

## 3. Identifying the right marketing channels and strategies.

Once you've determined who you want to reach, you need to find a way (and a budget) to do it. Let's say you're a B2C digital marketer trying to reach younger customers. In this case, you might allocate a higher percentage of your budget to advertising on certain social

media platforms instead of focusing all your energy (and money) on blogging.

#### **4. Developing and optimizing content and messaging for each channel**

Analyze your data and try to learn as much about your audience as possible. For example, if you have customers who would rather browse on their phone than their laptop, your content should be optimized for mobile viewing. However, this may not be enough. Customers interact with brands across multiple channels and in a non-linear manner. As a result, you need to ensure that each piece of content includes consistent brand insights and messaging. Consistency prevents any confusion about your brand's mission and values.

#### **5. Measuring the campaign through key metrics**

Measure by key metrics and iterate based on results. If you don't measure performance based on previously defined key metrics, how will you know if you're running an effective campaign or how will you constantly make improvements? Over time, measuring results gives you the assurance that you're connecting with customers, encouraging loyalty, and strengthening your brand.

#### **Cross-channel digital marketing**

Cross-channel marketing, or multi-channel marketing, involves using a variety of channels. Multi-channel marketing goes beyond (and embraces) traditional marketing. In today's digital world, marketers must use multiple channels to keep up with their audience's desires. Depending on your target customer base, you may need to use a variety of channels: social media, email, web, text messaging, television, and radio. The more data you have about the preferences, positions, and interests of your existing and potential customers, the easier it is to develop a marketing strategy for the right content delivered on the right channels.

Customers tend to switch from one channel to another. They can go from social media to a website to a digital assistant to email in a very short time. You need to keep up and provide a seamless customer experience across all channels. Remember, you need to deliver the same insights and messages across all channels. Customers are frustrated by inconsistent experiences across channels. Maintain consistency in your multi-channel marketing campaigns at all costs.

Stories are the foundation of marketing. Wouldn't it be annoying and confusing if the details were different? But what if the tone and opinions expressed were different? Your audience wouldn't be able to keep up. You risk them not understanding the message you're trying to convey and not staying until the end of the story.

Customers need to have enjoyable experiences. Content needs to be easy to read, view, and process, regardless of the channel they're using. Customers need to be able to navigate websites easily, understand ads immediately, and experience engaging graphics.

Digital marketing is about having a digital conversation with your customers. You need to make the best impression so that you can convince them to stay in touch with you.

### **Digital Marketing Key Performance Indicators**

Digital marketing key performance indicators (KPIs) are used to measure the performance of a marketing campaign . Digital marketers can use certain key performance indicators to track results. When working on developing a strategy, it is important to determine the KPIs you will use. This will make it easier for you to choose targets and objectives and measure the performance of your campaign, including the following data:

Returning visitors to the website. Indicates the engagement rate, as visitors return to the website/landing page to enjoy more content or for a specific action.

First visit. Understand how people find your website and how engaged they are when they do.

Web traffic sources. Shows how people find your website/landing page.

Total number of visits. The number of unique browsing sessions by the number of individual visitors to the site.

Total number of unique visitors. The number of people who visited the website/landing page.

Click-through rate (CTR). The percentage of people who clicked on a CTA button or link.

Average time spent on page. The average time spent by all users on a single page.

Marketing ROI (return on investment). The revenue earned from a marketing campaign relative to the cost of running that campaign.